



ANGLOPHONES' PODCAST LISTENING HABITS

Ottawa – September 28, 2020 - This MTM release puts the world of Podcasting into the spotlight to celebrate International Podcast Day on September 30, 2020. Podcasts have become a major part of online audio among a myriad of content sources. The MTM considers Anglophones' use of podcasts, key demographic data of users and how podcast listeners consume other audio content.

Key findings from the report include:

- Podcasting remains a sizable piece of the online audio market among Anglophones. Listenership has grown more than 50% from the Fall 2017 at 20% to 30% in Fall 2019.
- Public transit and walking commuters are more likely to listen to podcasts than those who drive or don't commute. Because of this connection, in Spring 2020 as many Canadians were no longer commuting to work on a daily basis, the use of podcasts slightly declined during the COVID-19 lockdowns.
- Podcast listeners are audiophiles, in particular online audio. They are more likely than the average Anglophone to listen to music on YouTube, music streaming services and AM/FM radio streams.
- In terms of audio discoverability, listeners tend to find out about new podcasts mostly by word-of-mouth. More than two in five listen to new podcast content based on recommendations from their friends, family, and colleagues. Social media is the second most popular discovery method, followed by recommendations from podcast apps.

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ABOUT THE MTM

The Media Technology Monitor (MTM©) is Canada's premier research product in the area of technology ownership and use. Based on 12,000 telephone interviews annually (including a cell phone-only sample), the MTM has spoken with over 140,000 Canadians (equally split between Anglophones and Francophones) over the past decade, making it the most accurate and comprehensive media technology tracking survey of its kind.